

## Message Text

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60

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 COME-00 USIA-15 DRC-01 RSC-01

PRS-01 /055 W

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R 181630Z JAN 74

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 8347

UNCLAS COPENHAGEN 0164

E.O. 11652 : NA

TAGS: BEXP, OGEN, DA

SUBJ: USIS SUPPORT FOR COMMERCIAL PROGRAMS

REF: STATE 006950

1. USIS AND ECONOMIC/COMMERCIAL OFFICERS HAE REVIEWED THE PAO LETTER NO. 23. USIS HAS ALREADY CONTRIBUTED CONSIDERABLE ASSISTANCE TO EMBASSY'S COMMERCIAL PROMOTIONAL ACTIVITIES. FOLLOWING EXAMPLES ARE ILLUSTRATIVE:

A. AT ADDRESSOGRAPH MULTIGRAPH'S NEW EQUIPMENT PRESENTATION EARLY DECEMBER, USIS STAFF ASSISTED IN DECORATING AUDITORIUM AND ADVERTISING 3-DAY SHOW.

B. USIS ASSISTED MATERIALLY IN IDENTIFYING PROMINENT TARGETS FOR EMBASSY-CONDUCTED PRINTING AND GRAPHIC ARTS RESEARCH STUDY.

C. BEGINNING WITH NEXT ISSUE, USIS PRINTSHOP WILL SUPPLY ILLUSTRATIVE MATERIAL TO EMBASSY'S REDESIGNED COMMERCIAL NEWSLETTER.

D. USIS COLLABORATING CLOSELY WITH ECON/COM SECTION IN STAGING AND PROMOTING US TOURISM SEMINAR SCHEDULED EARLY MARCH.

2. USIS AND ECON/COM SECTIONS ARE EXAMINING WAYS IN WHICH USIS AND COMMERCIAL LIBRARIES CAN BE MORE EFFECTIVELY COORDINATED.

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3. EXPERIENCE GAINED IN THESE INITAIL EXERCISES WILL BE

BASIS FOR FY 1975 COUNTRY COMMERCIAL PROGRAM COOPERATIVE  
PROPOSALS.  
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## Message Attributes

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